

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Medicare & Medicaid Services
7500 Security Boulevard
Baltimore, Maryland 21244-1850



CENTER FOR BENEFICIARY CHOICES

MEMORANDUM

TO: Medicare Advantage Organizations, Medicare Prescription Drug Plans, and 1876 Cost Plans

FROM: Patricia P. Smith, Director, Medicare Advantage Group /s/
Cynthia Tudor, Ph.D, Acting Director, Medicare Drug Benefit Group /s/

RE: Update to Medicare Marketing Guidelines

DATE: November 1, 2005

Today, the Centers for Medicare & Medicaid Services (CMS) is posting its first update to the Medicare Marketing Guidelines for Medicare Advantage (MA), Medicare Advantage Prescription Drug Plans (MA-PD), Prescription Drug Plans (PDP) and 1876 Cost Plans issued on August 15, 2005. The updated guidelines reflect corrections and clarifications as well as marketing guidance related to the following areas:

- Informational Inbound Telephone Scripts
- Enrollment via Inbound Telephone
- Enrollment via the Internet

We included a Medicare Marketing Guidelines Update Matrix to assist you in identifying the changes made, and the applicable page number, guideline section and heading for the change. Revisions are also indicated in the Marketing Guidelines document by the use of bold, italicized red text. As CMS programs continue to develop and new marketing issues identified, we will use this same mechanism to modify the guidelines and communicate those changes via the Health Plan Management System (HPMS) and on the following CMS Web site addresses:

www.cms.hhs.gov/pdps

www.cms.hhs.gov/healthplans

Thank you for your cooperation as we work to keep our guidance as current as possible.

